

"Engaging Corporate Alumni Through Events"

A core components of Corporate Alumni Program is engagement, and the best way to do this is throughout event, either online or off. Bringing people together for a social occasion or a specific type of content is what alumni are looking for.



An alumni program is all about making contacts and developing partnerships that benefit both the former employee and the organization. A well-treated former employee may be a great source of new business or talent recommendations, and they may return to a more senior job one day.

Why hold events just for Alumni?

The purpose of traditional community management is to ensure that members feel valued and that they have a sense of belonging. Corporate alumni are no exception, and gatherings provide a terrific chance for alumni to reconnect in casual settings.

To encourage alums to attend, you need to sell the "what's in it for me" benefits, Feel good about putting down their devices and venturing out.